

FOR IMMEDIATE RELEASE

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## UTAH FLORISTS AND LAW ENFORCEMENT PARTNER TO SHARE AN IMPORTANT MESSAGE ABOUT PROTECTING YOUR LOVED ONES

### PROVE YOUR LOVE BY BUCKLING UP

*Statewide safety advocates, local law enforcement and dozens of florists in Utah use custom messages to remind Utahns that the best way to show your love for Valentine's Day is to buckle up.*

**Salt Lake City, February 11, 2014** – The Utah Department of Public Safety, law enforcement and over 50 florists across the Wasatch Front have teamed up to bring an important Valentine's message to all of Utah. Starting February 12<sup>th</sup>, patrons visiting flower stores during the Valentine's holiday (February 12-14) may receive a special message about seatbelts hanging from their bouquet of flowers, courtesy of law enforcement and safety advocates.

Specially designed lenticular flower tags will share two messages with Utahns, "Loves me, Loves me not" depicting either a fastened or unfastened seatbelt. The messages provide further details about the need for Utahns to buckle up and *Prove Their Love* to their friends, family and Valentines. "Valentine's Day is a wonderful day to tell your friends and family you love them. One of the best ways you can truly demonstrate your love for them is by buckling your seatbelt," stated Thomas Gordon of Flower Patch. "As Utah florists, we are proud to support such an important message to protect the lives of the people we love."

According to focus group studies, seatbelt non-users will buckle up if a loved one asks them to do so. In 2012, there were 217 fatalities on Utah roads, and 79 of those fatalities were attributed to not wearing a seat belt. "Our loved ones want us to be safe at all times. They urge us to make smart and safe decisions. One of those decisions presents itself every time we step into vehicle" said Colonel Danny Fuhr of the Utah Highway Patrol. "By fastening our seatbelts, we can ensure our own safety and the safety of those we love."

Visit [highwaysafety.utah.gov](http://highwaysafety.utah.gov) for more information about the Valentine's Day campaign and ongoing community-based seatbelt safety efforts.

During the Valentine's Day holiday, over four-dozen Florists will be distributing the subtle Valentine's Day reminders to buckle up. Below is a list of the florists in Utah that will be participating:

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| <ul style="list-style-type: none"><li>• Flower Patch</li><li>• Berrett's Blossoms</li><li>• The Cottage Yarrow</li><li>• Utah Roses and Flower Company</li><li>• Draper Flower Pros</li><li>• Artisan Bloom</li><li>• Rose Shop</li><li>• Sweet William Floral &amp; Design</li><li>• Sunshine Creation Floral</li><li>• The Flower Shop</li><li>• Garden Gate Florist</li><li>• A After Hours Flowers</li><li>• Bond's Floral</li><li>• Miae's Floral Design</li><li>• Florista Florista</li><li>• Floral Accents</li><li>• Harmons Floral Design &amp; Distribution Center</li><li>• Flower Patch: West Valley</li><li>• Hyland Floral Co</li></ul> | <ul style="list-style-type: none"><li>• Tulip Tree</li><li>• An Artistic Touch Floral Design</li><li>• Flowers Please</li><li>• Ruth's Floral</li><li>• Hillside Floral</li><li>• Flowers On Vine</li><li>• Dahlia's Flowers</li><li>• Salt Lake City Florist Company</li><li>• Bluebird Style &amp; Design</li><li>• Brown Floral</li><li>• Miracle Florist</li><li>• The Flower Box</li><li>• Plant Gallery Tropical Plants</li><li>• Skyline Flower Gardens</li><li>• Trifecta Design, Inc.</li><li>• In Full Bloom</li><li>• Olive &amp; Cocoa LLC</li><li>• Firehouse Floral &amp; Gifts</li><li>• K &amp; M Flowers</li><li>• La Fleur Design</li></ul> | <ul style="list-style-type: none"><li>• Twigs Flower Company</li><li>• Jolley's Gift &amp; Floral</li><li>• Every Blooming Thing</li><li>• Bloomingsales</li><li>• Huddart Floral Company</li><li>• Especially For You</li><li>• Bloesem Flower-Lab</li><li>• English Garden Florist</li><li>• Blooms &amp; Co.</li><li>• Especially For You Flowers</li><li>• Every Blooming Thing</li><li>• Discount Florist Salt Lake City</li><li>• The Art Floral</li><li>• The Rose Shop</li><li>• In full Bloom Flowers</li><li>• Flower Patch: Bountiful</li><li>• Arvin's Flower &amp; Gifts, Inc.</li><li>• Willow &amp; Wildflowers Specialty</li><li>• Hepworth Floral</li></ul> |
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